

**IN THE CLAIMS:**

Please replace the claims with the claims provided in the listing below wherein status, amendments, additions and cancellations are indicated.

1-35. (Cancelled)

36. (New) A method for applying advertising media to bottles comprising the steps of:

continuously conveying caps or sealing parts for bottles to pre-specified target positions;

applying labels comprising advertising media to said caps or sealing parts disposed in the target positions; and

subsequently sterilizing said caps or sealing parts with said applied labels.

37. (New) The method of claim 36, further comprising:

applying said caps or sealing parts to the bottles before continuously conveying said caps or sealing parts to the target positions.

38. (New) The method of claim 36, further comprising:

conveying said caps to said target positions as separate units.

39. (New) The method of claim 38, wherein said step of sterilizing said caps or sealing parts includes:

spraying said caps or sealing parts with disinfectants.

40. (New) The method of claim 39, wherein said disinfectants comprise:

5 peracetic acid or hydrogen peroxide.

41. (New) The method of claim 38, wherein said step of sterilizing said caps or sealing parts includes:

applying UV radiation.

42. (New) The method of claim 41, wherein said step of sterilizing said caps or sealing parts includes:

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sterilizing all surfaces of said caps or sealing parts.

43. (New) The method of claim 42, wherein:

said caps further comprise covers and body parts;

said step of applying labels comprises applying labels to said cap body

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parts; and

said method further comprises:

applying said cap covers after applying said labels to said cap body parts.

44. (New) The method of claim 43, further comprising:

5 snapping, locking, or pushing said cap covers onto said cap body parts.

45. (New) The method of claim 44, further comprising:

detachable attaching said cap covers to said cap body parts.

46. (New) The method of claim 45, wherein said caps are screw-on caps or rolled-on caps.

10 47. (New) The method of claim 36, wherein said caps are crown seals or tube caps.

48. (New) The method of claim 47, wherein said caps are metal and/or plastic.

49. (New) The method of claim 48, wherein said labels are self-stick labels.

50. (New) The method of claim 49, wherein said labels comprise:  
paper and/or plastic.

51. (New) The method of claim 50, wherein said labels comprise:  
a plurality of carrier coatings.

5 52. (New) The method of claim 51, wherein said labels comprise:  
printed material.

53. (New) The method of claim 52, further comprising:  
applying said printed material on said labels by letterpress printing,  
digital printing, screen printing, and/or offset printing.

10 54. (New) The method of claim 53, further comprising:  
applying diffusion films, reflective films, or fluorescent films to said  
labels.

55. (New) The method of claim 54, further comprising:  
applying rub-off coatings to said labels.

56. (New) The method of claim 55, further comprising:

applying temperature-sensitive color coatings to said labels.

57. (New) The method of claim 56, wherein said labels comprise:

embossing and/or punches.

5 58. (New) The method of claims 57, wherein the bottles store mineral water, fruit juice, beer, or lemonade.

59. (New) An apparatus for performing the method of claim 36, comprising:

conveying means for transporting said caps to the pre-specified target

positions;

10 at least one labeling machine for applying said labels to a top side of said caps disposed in the target positions; and

the at least one labeling machine being a modular unit capable of being integrated into a bottle filling system.

60. (New) An apparatus for performing the method of claim 36, comprising:

15 at least one separating unit, said separating unit separating said caps or sealing parts;

conveying means for feeding said separated caps or sealing parts into the pre-specified target positions;

at least one labeling machine, said labeling machine applying said labels to said caps or sealing parts disposed in said target positions;

5 at least one disinfecting unit, said disinfecting unit receiving and sterilizing said caps or sealing parts provided with said labels, said disinfecting unit applying said caps or sealing parts with UV radiation or disinfectants; and

at least one supply container and an air-tight connector, said supply container receiving said sterilized caps or sealing parts via said air-tight  
10 connector for sterile storage.

61. (New) The apparatus of claim 60, wherein:

said disinfecting unit comprises a conveyor for conveying said caps along a pre-specified path; and

at least one spray unit for spraying disinfectant on all sides of said  
15 conveyed caps or sealing parts.

62. (New) The apparatus of claim 61, wherein:

said disinfecting unit comprises an output, said disinfecting unit applying compressed purified air at said output to said sterilized caps or sealing parts.

63. (New) The apparatus of claim 60, wherein:

said disinfecting unit comprises a conveyor and UV radiation sources,  
said radiation sources emitting UV radiation; and

5        said conveyor of said disinfecting unit transporting, at pre-specified  
intervals, said caps or sealing parts past said UV radiation sources so that all  
sides of said caps or sealing parts are exposed to UV radiation.

64. (New) The apparatus of claim 63, further comprising:

an octabin;

said supply container comprising a plastic bag disposed in said octabin;

10        and

a flange forming said air-tight connector between said supply container  
and said disinfecting unit.

65. (New) The apparatus of claim 64, wherein:

said separating unit comprises a centrifugal sorter.

15        66. (New) The apparatus of 65, wherein:

said conveying means comprises a conveyor segment for transporting  
said separated caps or sealing parts;

said at least one labeling machine comprises a plurality of labeling machines; and

said apparatus further comprising at least one switch for feeding said caps or sealing parts between said plurality of labeling machines.

5      67.      (New) The apparatus of claim 66, wherein:

said plurality of labeling machines are identical with each other.

68.      (New) The apparatus of claim 66, wherein:

each of said plurality of labeling machines includes sensors for detecting whether said caps or sealing parts are disposed in the target-position.

10      69.      (New) The apparatus of claim 68, wherein:

each labeling machine comprises mechanical means for guiding said caps or sealing parts, said mechanical means transporting said caps or sealing parts at a pre-specified rate to the target positions.